



Pink Up Lauderhill

Sponsorship Opportunities

Lawrence “Jabbow” Martin

Chairperson of Lauderhill PINK UP



Dear future sponsor,

October 2021

Breast Cancer impacts us directly or indirectly. Despite advances in treatment, breast cancer remains a deadly disease affecting both women and men. Along with the mental anguish of a Cancer Diagnosis, Breast Cancer patients have to endure extensive medical treatments while coping with their daily life.

The City of Lauderhill along with several Breast Cancer Awareness advocates are teaming up to head the first annual "Pink-Up Lauderhill" event with two days of community functions. The purpose is to spread awareness and support the fighters, and survivors of Breast Cancer. These events will kick off on October 1, 2021 with "Pink Ice Night"; lighting up the Breast Cancer Pink Ribbon at City Hall. This will include a reception. The main event will follow on Sunday, October 3, 2021, starting with a family bike ride sponsored by "Pedal in Pink" taking place during the main event "Pink Up Lauderhill"; a family fun day including entertainment, food, and key note speakers. We encourage everyone to join the City of Lauderhill in this community event honoring those affected by breast cancer while promoting health and wellness.

You can help by donating to this cause. Your support is key in achieving our goal. Please find our sponsor opportunities attached.

We look forward to working with you in the near future.

Sincerely,

A handwritten signature in black ink, appearing to read "Jabbow".

Lawrence “Jabbow” Martin
City of Lauderhill Commissioner
Pink-Up Chair

Pink Up 2021 Sponsorship Levels

\$5,000 — Be Brave Be Strong

- One half page ad in the next City Spotlight – print magazine – reaches 70,000 residents
- Ad/Banner on the City webpage www.lauderhill-fl.gov – 6 months
- Inclusion in Lauderhill Living E -Newsletter blast
- Company name included in all news releases, radio, and social media
- Logo inclusion on all marketing materials, swag bags, tshirts, etc.
- Recognition at a City of Lauderhill Commission Meeting
- 6 Foot table at Pink-Up opening ceremony - Friday, October 1
- Booth at the event - Sunday, October 3, 2021
- Logo inclusion on sponsor banner
- Sponsor acknowledgment throughout opening ceremony + Pink-Up family event

\$2,000 — Pretty in Pink

- One quarter page ad in the next City Spotlight – print magazine – reaches 70,000 residents
- Ad/Banner on the City webpage www.lauderhill-fl.gov – 3 months
- Inclusion in Lauderhill Living E – Newsletter blast
- Company name included in all news releases, radio, and social media
- Logo inclusion on all marketing materials, swag bags, tshirts, etc.
- Logo inclusion on sponsor banner
- 6 Foot table at Pink-Up opening ceremony - Friday, October 1

\$500 — For the Cure

- Logo inclusion on all marketing materials
- Logo inclusion on sponsor banner
- 6 Foot table at Pink-Up opening ceremony - Friday, October 1

For sponsorship information please contact Leslie Johnson at 954-730-3000 or ljohnson@lauderdale-fl.gov.

The deadline for sponsorship commitment is Thursday, September 12, 2021.

Donations are welcomed and will be identified in a category equal to the value of service/items provided .

